

# CHATTERBOX EDITION

POSTER STAMP BULLETIN

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## THE HOBBY SHOW

The Hobby Show was a grand success for us this year, our biggest year so far. Never have we greeted so many old friends or made so many new ones.

We certainly got a kick out of seeing Earl Wellman who brought about nine of his Jack Knight Juniors along to look over our air labels. Bert Powell, Dick Langner and hosts of our other friends dropped by at our booth. And incidentally we broke all previous records for the number of new members enrolled.

Poster Stamps are definitely reaching an ever wider audience and more and more collectors are becoming specialists. This was made evident by the many requests we received for "Weeks" and "Maps" Stamps as well as many less familiar types of Poster Stamps. One collector wanted every poster stamp he could get portraying an eagle. An art teacher selected many of the best designs in order to show her young pupils how bold and vivid their posters should be.

Still another teacher bought two sets of the Wild Life Series for her classes. One set she breaks up to give each student one of the stamps. The student writing the best paper on his particular plant or animal receives the other set complete. A handsome prize.

The number of ways in which Poster Stamps may be collected is almost infinite. Why not write and tell us what your ideas are? We'd like to tell others about them.

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## NEW UTAH SERIES

Lovers of Scenic and Historical Poster Stamps will look forward eagerly to two new sets of Utah Poster Stamps which will soon be issued by the State of Utah. Publicity Commission.

## BEN L. MORRIS DIES

It is with deep regret that we note the passing of Mr. Ben L. Morris, for many years one of this country's outstanding dealers and collectors. Mr. Morris was well known as Editor of the Charity Seal column of the Western Stamp Collector. Our sincere sympathy to Mrs. Morris.

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## DICK GREEN TAKES OVER

Mr. Dick Green of Salt Lake City, Utah, has become Editor of the Christmas Seal and Charity Stamp Society column in the Western Stamp Collector since the recent death of Ben L. Morris. We know of no one better equipped to do an outstanding job than Dick. His knowledge of seals is really immense.

We hear rumors that Dick is going to put out a comprehensive new Charity Seal Catalog. It will undoubtedly become the standard catalog for charity seals as his previous catalogs have.

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## CLEMER WINS PRIZE

Congratulations to member J.H. Clemer whose album won First Prize at the North Missouri Fair at Moberly, Missouri.

Mr. Clemer has put in a good deal of time and effort making his Poster Stamp Collection attractive.

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## APPROVAL SERVICE

Readers - Don't overlook our Approval Service. Write to the Poster Stamp Publishing Co., 2445 So. Damen Ave.,

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COLLECTION OR ACCUMULATION?

Mr. Bert Powell, whose Polish Poster Stamps have been seen in recent issues of the Poster Stamp Bulletin, comes up with a definition.

A collection, says Bert, is a group of related pieces, organized in an intelligent fashion, mounted with good taste and ingenuity with all the important information concerning it clearly shown.

This is in contrast to an accumulation, which is a loose group of unrelated material, poorly mounted without any attempt at organization. It is sad but true that many so called collections are really just accumulations - a disorganized mass.

According to Bert Powell it is tragically true that many of these accumulations could be turned into magnificent collections if only a little time, care and ingenuity would be put into them.

Those of our readers who saw Bert's collection of Air Mail Etiquettes on display in our booth at the Hobby Show, will know what he means. Each page is confined to a single airline. On each page, a beautiful illustration of one of that airline's ships is shown. A short history of the company is also inserted in hand lettering. Differences in size, shading and design of the etiquettes are carefully noted.

The total effect is stunning. Page after fascination page unfolds, revealing an elaborate but not gaudy, presentation of the material, a genuinely creative accomplishment.

Anyone may start a true collection at any time. Fancy equipment is unnecessary. The International Poster Stamp Album is ideal. Stamps, labels or etiquettes, each item should be handled with tweezers, mounted with glassine hinges and neatly organized. The collector should attempt to get a complete coverage of one or two kinds of stamps  
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rather than a few of everything. Hand lettering and decoration add attractiveness. The collector need be limited only by his own imagination.

Let's hear what you, our readers, are doing with your collections.

APPROVAL SERVICE (Continued)

Chicago 8, Illinois, mentioning the kind of stamps that interest you. You will receive a large book of Poster Stamps to choose from. After making selections, please return promptly as these Approval Books are much in demand.

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AIR LINE BAGGAGE LABELS

- |      |   |     |
|------|---|-----|
| 2620 | TWA Boeing Stratoliner, printed Blue and Silver. Each.....  | .10 |
| 2621 | Eastern Airlines, Silverliner, printed Blue and Silver. Each .....  | .10 |
| 2910 | Mexican Airline Baggage Label, round, black edge, printed four color process, Girl, Inca Ruin in background. Each .....                       | .15 |
| 2911 | Mexican Airline Baggage Label, round, green edge, printed four color process, picture of pottery, blanket, mountain in background. Each ..... | .15 |
| 2912 | Pan American Airline Baggage Label, oval, printed two colors Red and Blue "Enlazando Las Americas", Linking the Americas. Each.....           | .15 |
| 3806 | Mexican Pan American Airways, Baggage Label, printed in four colors, Yellow, Red, Dark Blue, Light Blue. Each .....                           | .10 |

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POSTER STAMP CASE HISTORIESSTATE OF CONNECTICUT PUBLICITY COMMISSIONSTATE OF CONNECTICUT SERIES

NUMBER OF POSTER STAMPS IN SERIES: 25

ALBUM USED WITH POSTER STAMPS: No. A folder explaining the series was given with the Poster Stamps.

NUMBER DISTRIBUTED: Several millions.

TERRITORY COVERED: Primarily Connecticut, although collector demand forced the Commission to sell these stamps all over the country.

SUBJECT MATTER: Scenic and historical illustrations of Connecticut.

SIZE OF POSTER STAMPS: 1-3/4" x 2-1/4".

STYLE OF PRINTING: Letter Press.

NUMBER OF COLORS: Two colors, blue and black.

METHOD OF DISTRIBUTION: Sold at 25¢ per set to individuals, companies and organizations. Primarily sold by salesmen working on a straight commission basis (approximately 25%).

PROMOTION: Publicity was obtained through Connecticut newspapers and displays in stores. The object of the campaign was to raise money for recreational purposes. The State appropriated only one dollar for this promotion so it was necessary to produce this campaign entirely on credit. This was accomplished by getting advance orders and then obtaining credit from a printer on the strength of these orders. Large companies, retail dealers, etc. made it a practice to use these Poster Stamps on all out-going mail.

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Many out-of-state newspapers, after the campaign was well under way cooperated by running feature articles on the series and the results the series were accomplishing.

The first set was given to the Governor of the State, the second set to the President of the United States and the third set to the Postmaster General of the United States.

RESULTS: Results accomplished were two-fold:

(A) Advertising by Poster Stamps attracted many tourists and travelers so that during the ensuing months there was a noticeable increase in gasoline and oil sales, hotel and resort business, etc.

(B) The amount of money raised from the sale of stamps was remarkable. Total amount raised is said to have approached the six figure mark. Salesmen met very little resistance in selling large quantities of the Poster Stamps to merchants and manufacturers (also resorts, hotels, bus lines, etc.) and their average daily sales were about \$300.00 per man.

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